## ORDER

Orders Order / Rev: 106970 Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE Estimate. 30S Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 09/24/12 / 09/24/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: Berkley, Shelley for Senate Demographic<sup>\*</sup> A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00 05:00 Priority: SELECT PRIORITY CODE Advertiser External ID: Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/30/12 | 147     | \$36,115.00  | \$30,697.75 |
| 10/01/12   | 10/01/12 | 33      | \$8,395.00   | \$7,135.75  |

## Totals

| Month          | # Spots | Gross Amount | Net Amount  | Raling |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 147     | \$36,115.00  | \$30,697.75 | 0.00   |
| October 2012   | 33      | \$8,395.00   | \$7,135.75  | 0 00   |
| Totals         | 180     | \$44,510.00  | \$37,833,50 | 0.00   |

**Account Executives** 

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KSNV        | 17%   | \$44,510.00  |
| Market      | 100%  | \$261,823,53 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 37%   | \$96,874.71 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 23%   | \$60,219.41 |
| KTUD              | 0%    | \$0.00      |
| KVVU              | 20%   | \$52,364.71 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 3%    | \$7,854.71  |
|                   |       |             |

| Ĺn  |                | Start    | End      | Inventory Code                            |          | Start/End Tim | ne Days | Len Spo | ots | Rate Pri | Rtg Type S | pots | Amount   |
|-----|----------------|----------|----------|---|----------|---------------|---------|---------|-----|----------|------------|------|----------|
| E 1 | KSNV<br>WAKE ( |          | 09/28/12 | Wake Up Early w/ Wa<br>Wake Up Early Wagi | -        | 430a-5a       | -TWT    | ·30     | 4   | \$50.003 | 0 00 NM    | 4    | \$200.00 |
|     | Star           | t Date 1 | End Date | Weekdays Sp                               | ots/Week | <u>Rate</u>   | Rating  |         |     |          |            |      |          |

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Order / Rev:

Flight Dates:

106970

09/25/12 - 10/01/12

Alt Order #:

06855644

Advertiser:

Berkley, Shelley for Senate

Product Desc: BERKLEY FOR SENATE

Estimate:

30S

KSNV

|        | Ch                    | Star                       | t End                   | Inventory Cod                      | e Breal         | Start/End               | Time         | Days        | Len S | pots | Rate Pr   | i Rtg Type | Spots | Amount          |
|--------|-----------------------|----------------------------|-------------------------|------------------------------------|-----------------|-------------------------|--------------|-------------|-------|------|-----------|------------|-------|-----------------|
| E 1    | KSN                   | V 09/25                    | 5/12 09/28/1            |                                    |                 | 430a-5a                 |              | -TWT        | ;30   | 4    |           | 0.00 NM    | 4     | \$200.00        |
|        | WAKE                  | EUP                        |                         | Wake Up Earty                      | Wagners         |                         |              |             |       |      |           |            |       | <b>\$200.00</b> |
|        |                       | tart Date                  | End Date                | ≘ Weekdays                         | Spots/Weel      | Rate                    | Ratii        | 20          |       |      |           |            |       |                 |
|        | _                     | 9/24/12                    | 09/30/12                | -TWT                               | 4               |                         |              | 00<br>18    |       |      |           |            |       |                 |
| E 2    | KSN                   | V 10/01                    | /12 10/01/1             | 2 Wake Up Early                    |                 | 430a-5a                 |              | M           | :30   | 1    | \$50 003  | 0 00 NM    | 1     | \$50 00         |
|        | WAKE                  | LIP                        |                         | Wake Up Early                      | Wagners         |                         |              |             |       |      |           |            |       | 400 00          |
|        |                       | tart Date                  | End Date                | Weekdays                           | Spots/Week      | Rate                    | Ratir        | 10          |       |      |           |            |       |                 |
|        |                       | 0/01/12                    | 10/07/12                | M                                  | 1               |                         | 0.           | _           |       |      |           |            |       |                 |
| E 3    | KSN                   | / 09/25                    | /12 09/28/1             |                                    |                 | 5 <b>-6a</b>            | -            | -TWT.F      | ;30   | 8    | \$125.003 | 0.00 NM    | 8     | \$1,000.00      |
|        | WAKE                  | : IIP                      |                         | M-F 5-6a Wakel                     | Jp w/Wagners    |                         |              |             |       |      |           |            |       | ¥1,000.00       |
|        |                       | tart Date                  | End Date                | <u>W</u> eekdays                   | Spots/Week      | Rate                    | Ratin        | .a          |       |      |           |            |       |                 |
| w      |                       | 9/24/12                    | 09/30/12                | -TWTF                              | 8               |                         | 0.0          |             |       |      |           |            |       |                 |
| E 4    | KSNV                  | 09/25                      | /12 09/28/12            | 2 M F 6-7a Wakel                   | Jp w/Wa@M       | 6-7a                    |              | TWTF        | :30   | 8    | \$250.003 | 0.00 NM    | 8     | \$2,000.00      |
|        | WAGN                  | IEDC                       |                         | M-F 6-7a Wakel                     | Jp w/Wagners    |                         |              |             |       |      | 4200.000  | 0.00 (4)   | 0     | \$2,000.00      |
|        | _                     | art Date                   | End Date                | Weekdays                           | C+-4-44/1       | D                       |              |             |       |      |           |            |       |                 |
| W      |                       | 9/24/12                    | 09/30/12                | -TWTF                              | Spots/Week<br>8 |                         | Ratin<br>0.0 | _           |       |      |           | ľ          |       |                 |
| E 5    | KSNV                  | 10/01/                     | 12 10/01/12             | M-F 5-6a WakeU                     |                 | 5-6a                    | _            | 1           | :30   | 2    | \$200.003 | 0.00 104   | _     |                 |
|        |                       |                            |                         | M-F 5-6a Wakel                     |                 |                         |              | `           | .50   | -    | \$200.003 | 0.00 NM    | 2     | \$400.00        |
| 1      | WAKE                  |                            | F-4 D-4                 | 1411-1-                            |                 |                         |              |             |       |      |           |            |       |                 |
| We     |                       | <u>art Date</u><br>//01/12 | End Date<br>10/07/12    | <u>Weekdays</u><br>M               | Spots/Week<br>2 | <u>Rate</u><br>\$200.00 | Ratin        |             |       |      |           |            |       |                 |
|        | _                     |                            |                         | M-F 6-7a WakeU                     |                 | 6-7a                    | 0.0          | <del></del> | :30   |      | #200 000  |            | _     |                 |
|        |                       |                            |                         | M-F 6-7a WakeL                     |                 | 0-10                    | ,•           |             | .30   | 2    | \$300 003 | 0 00 NM    | 2     | \$600 00        |
| '      | WAGN                  |                            |                         |                                    |                 |                         |              |             |       |      |           | - 1        |       |                 |
| Mε     | <u>Sta</u><br>eek: 10 | a <u>rt Date</u><br>/01/12 | End Date<br>10/07/12    | <u>Weekdays</u><br>M               | Spots/Week      | Rate                    | Rating       | _           |       |      |           |            |       |                 |
|        | _                     |                            |                         | Today Show                         | 2<br>CM         | \$300.00                | 0.0          |             |       |      |           |            |       |                 |
|        |                       |                            | 12 00/20/12             | Today Show                         | CIVI            | 658a-9am                | _            | TWTF        | :30   | 16   | \$350.003 | 0.00 NM    | 16    | \$5,600.00      |
| ٦      | _                     | SHOW                       |                         |                                    |                 |                         |              |             |       |      |           |            |       |                 |
| Ma     |                       | art Date                   | End Date                | Weekdays                           | Spots/Week      | Rate                    | Rating       | _           |       |      |           |            |       |                 |
|        | ek; 09/<br>KSNV       |                            | 09/30/12<br>12 10/01/12 | -TWTF<br>Today Show                | 16              | \$350.00                | 0.0          |             |       |      |           |            |       |                 |
| _ 0    |                       | 10,01,                     | 12 10/01/12             | Today Show                         | CM              | 658a-9am                | М            |             | :30   | 4    | \$400.003 | 0.00 NM    | 4     | \$1,600.00      |
| T      | ODAY                  | SHOW                       |                         | ,                                  |                 |                         |              |             |       |      |           |            |       |                 |
| 107-   | -                     | rt Date                    | End Date                | <u>Weekdays</u>                    | Spots/Week      | <u>Rate</u>             | Ratino       |             |       |      |           | - 1        |       |                 |
|        | ek: 10/               |                            | 10/07/12                | M                                  | 4               | \$400.00                | 0.0          |             |       |      |           |            |       |                 |
| L 9 1  | KSINV                 | 09/23/1                    | 2 09/20/12              | M-F Today Show<br>M-F Today Show   |                 | 9-10a                   | _            | TWTF        | :30   | 8    | \$125.003 | 0.00 NM    | 8     | \$1,000.00      |
| Т      |                       | SHOW                       | ļI                      | in roddy dilow                     | "               |                         |              |             |       |      |           |            |       |                 |
|        |                       | rt Date                    | End Date                | <u>Weekdays</u>                    | Spots/Week      | Rate                    | Rating       |             |       |      |           |            |       |                 |
|        | ek: 09/               |                            | 09/30/12                | -TWTF                              | 8               | \$125.00                | 0.00         |             |       |      |           |            |       |                 |
| E 10 F | ZONV                  | 09/25/1                    | 2 09/28/12              | The Agenda 1230<br>The Agenda 1230 |                 | 1230-1p                 | -7           | TWTF        | :30   | 4    | \$100 003 | 0.00 NM    | 4     | \$400.00        |
| N      | EWS                   |                            |                         | The Agenda 1230                    | pm              |                         |              |             |       |      |           |            |       |                 |
|        |                       | rt Date                    | End Date                | <u>Weekdays</u>                    | Spots/Week      | Rate                    | Rating       |             |       |      |           |            |       |                 |
| _      | ek: 09/               |                            | 09/30/12                | -TWT F                             | 4               | \$100.00                | 0.00         | )           |       |      |           |            |       |                 |
| E 71 F | CSNV                  | 09/25/1                    | 2 09/28/12              | •                                  | CM              | 11am-12pm               | -Т           | WTF         | :30   | 8    | \$100.003 | 0.00 NM    | 8     | \$800.00        |
| R      | ACHE                  | L RAY                      |                         | Rachael Ray                        |                 |                         |              |             |       |      |           |            |       |                 |
|        |                       | t <u>Date</u>              | End Date                |                                    | Spots/Week      | Rate                    | Rating       |             |       |      |           |            |       |                 |
|        | ek: 09/2              |                            | 09/30/12                | -TWTF                              | 8               | \$100.00                | 0.00         |             |       |      |           |            |       |                 |
| ∟12 K  | SNV                   | 09/25/12                   | 2 09/28/12              | Noon News                          | СМ              | 12-1230pm               | -Т           | WTF         | :30   | 4    | \$175 003 | 0 00 NM    | 4     | \$700 00        |
| N      | EWS                   |                            |                         | Noon News                          |                 |                         |              |             |       |      |           |            |       |                 |
|        |                       | <u>t Date</u>              | End Date                | Weekdays                           | Spots/Week      | Rate                    | Rating       |             |       |      |           |            |       |                 |
| Wee    | k: 09/2               |                            | 09/30/12                | -TWTF                              | 4               | \$175.00                | 0.00         |             |       |      |           |            |       |                 |
| E 13 K | SNV                   | 10/01/12                   | 2 10/01/12              |                                    | СМ              | 12-1230pm               |              |             | :30   | 1    | \$175.003 | 0.00 NM    | 1     | \$175.00        |
|        |                       |                            |                         |                                    |                 | •                       |              |             |       | •    | 10.00     | U.UU (418) | 1     | \$173.00        |

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KSNV

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Order / Rev:

106970

Alt Order #: 06855644

Advertiser.

Product Desc.

Berkley, Shelley for Senate

Flight Dates:

09/25/12 - 10/01/12

Estimate:

BERKLEY FOR SENATE

30\$

Ln Ch Start End Inventory Code Break Start/End Time Days Rate Pri Rtg Type Spots Len Spots Amount Noon News Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$175.00 0.00 E 14 KSNV 09/25/12 09/28/12 M-F Today Show III 4th BM 10am-11am -TWTF--:30 \$100.003 0.00 NM R \$800,00 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -TWTF--\$100 00 0.00 E 15 KSNV 10/01/12 10/01/12 M-F Today Show II 3rd HBM 9-10a M----30 0.00 NM \$175,003 2 \$350.00 M-F Today Show II TODAY SHOW II Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$175.00 0.00 E 16 KSNV 10/01/12 10/01/12 The Agenda 1230pm CM 1230-1p M-----:30 \$150.003 0.00 NM \$150 00 The Agenda 1230pm **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 M----\$150.00 0.00 E 17 KSNV 10/01/12 10/01/12 Rachael Ray CM 11am-12pm M-----30 2 \$150,003 0 00 NM 2 \$300.00 Rachael Ray RACHEL RAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$150.00 0.00 E 18 KSNV 10/01/12 10/01/12 Rachael Ray 11am-12pm M-----:30 \$150,003 0.00 NM \$150 00 Rachael Ray RACHEL RAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$150.00 0.00 E 19 KSNV 10/01/12 10/01/12 M-F Today Show III 4th BM 10am-11am M-----;30 2 \$150.003 0.00 NM 2 \$300 00 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays 1 1 2 1 Spots/Week Rating Rate Week. 10/01/12 10/07/12 \$150.00 0.00 E 20 KSNV 10/01/12 10/01/12 Dr. Phil CM 3-4p M- ----:30 2 \$200 003 0.00 NM 2 \$400 00 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$200.00 0.00 E 21 KSNV 09/25/12 09/28/12 Dr. Phil CM 3-4p -TWTF--:30 \$225.003 0.00 NM 8 \$1,800.00 Dr Phil DR PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -TWTF--8 \$225.00 0.00 E 22 KSNV 09/30/12 09/30/12 News 3 Live in Prime CM 7-10pm ----5 30 2 \$600.003 0.00 NM \$1,200.00 News 3 in Prime **NEWS** Weekdays Start Date End Date Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$600.00 0.00 E 23 KSNV 09/25/12 09/28/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$225.003 0.00 NM \$900 00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date <u>Weekdays</u> End Date Spots/Week Rate Rating Week: 09/24/12 09/30/12 -TWTF--\$225 00 0 00 E 24 KSNV 09/25/12 09/28/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$300.003 0.00 NM \$1,200 00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -TWTF--\$300.00 0.00 E25 KSNV 10/01/12 10/01/12 CM 4-5pm :30 \$300,003 0.00 NM \$300.00

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Order / Rev:

106970

Alt Order #: 0685564

Advertiser:

Berkley, Shelley for Senate

06855644

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30S

| Ln Ch                   | Start          | End                  | Inventory Code NEWS 3 at 4 (1) |                 | k Start/End                | Time Days      | Len S | Spots | Rate Pr       | i Rtg Type | Spots | Amount                   |
|-------------------------|----------------|----------------------|--------------------------------|-----------------|----------------------------|----------------|-------|-------|---------------|------------|-------|--------------------------|
| 4150.00                 |                |                      | 4PM NEWS (1                    |                 | (4:30 PM-5                 | .00 PM)        |       |       |               |            |       |                          |
| NEWS                    | -4 P-4-        | F. ( B. (            |                                |                 |                            |                |       |       |               |            |       |                          |
| <u> </u>                | rt <u>Date</u> | End Date<br>10/07/12 | <u>Weekdaγs</u><br>M∼−−−       | Spots/Wee       |                            | Rating         |       |       |               |            |       |                          |
| E 26 KSNV               |                |                      |                                | СМ              | 5-630p                     | 0.00           |       | - 45  |               |            | 1     |                          |
|                         |                |                      | M-F Early News                 |                 | 2-020b                     | -TWTF          | :30   | 12    | \$375 003     | 0.00 NM    | 12    | \$4,500 00               |
| NEWS                    |                |                      | ·                              |                 |                            |                |       |       |               |            |       |                          |
|                         | rt Date        | End Date             | Weekdays                       | Spots/Weel      |                            | Rating         |       |       |               |            | i     |                          |
| Week 09/                |                | 09/30/12             | -TWTF<br>NEWS 3 at 4 (1        | 12              |                            | 0.00           |       |       |               |            |       |                          |
| CZ/ KSNV                | 10/01/         | 12 10/01/12          | 4PM NEWS (1 h                  |                 | 4-5pm<br>(4:00 PM-4:       | M              | 30    | 1     | \$300.003     | 0.00 NM    | 1     | \$300.00                 |
| NEWS                    |                |                      | # W. W. C. C. C. T. T.         | iou.,           | (4.00 PIV)-4.              | 30 PW)         |       |       |               |            |       |                          |
|                         | rt Date        | End Date             | Weekdays                       | Spots/Weel      | Rate                       | Rating         |       |       |               |            |       |                          |
| Week: 10/               |                | 10/07/12             | M                              |                 | \$300.00                   | 0.00           |       |       |               |            |       |                          |
| E 28 KSNV               | 10/01/         | 12 10/01/12          | M-F Early News                 | СМ              | 5-630p                     | M              | :30   | 3     | \$450.003     | 0.00 NM    | 3     | \$1,350 00               |
| NEWS                    |                |                      | M-F Early News                 |                 |                            |                |       |       |               |            |       | 4 1 7 - 2 2 2 2          |
| _                       | rt Date        | End Date             | Weekdays                       | Spots/Week      | Data                       | D-4:           |       |       |               |            |       |                          |
| Week: 10/(              |                | 10/07/12             | M                              |                 | <u>Rate</u><br>\$ \$450.00 | Rating<br>0.00 |       |       |               |            |       |                          |
| E 29 KSNV               | 09/29/1        | 2 09/29/12           | Sa-Su Early New                |                 | 5pm-630pm                  |                | :30   |       | \$225.003     | 0.00 4/14  |       | ****                     |
|                         |                |                      | Sa-Su Early New                |                 | opin coopii                |                | .30   | '     | \$∠25.003     | 0,00 NM    | 1     | \$225 00                 |
| NEWS                    |                |                      |                                |                 |                            |                |       |       |               |            |       |                          |
|                         | t Date         | End Date             | Weekdays                       | Spots/Week      |                            | Rating         |       |       |               |            |       |                          |
| Week: 09/2<br>E 30 KSNV | _              | 09/30/12             | S-                             | 1               | \$225.00                   | 0.00           |       |       |               |            |       |                          |
| C JU KSINV              | 09/23/1        | 2 09/20/12           | Face to Face w/ F              |                 | 730-758pm                  | -TWTF          | :30   | 4     | \$200.003     | 0.00 NM    | 4     | \$800 00                 |
| FACE TO                 | O FACE         |                      | race to race w/                | J.Raiston       |                            |                |       |       |               |            |       |                          |
| Star                    | t <u>Date</u>  | End Date             | Weekdays                       | Spots/Week      | Rate                       | Rating         |       |       |               |            |       |                          |
| Week: 09/2              |                | 09/30/12             | -TWTF                          | 4               | \$200.00                   | 0.00           |       |       |               |            |       |                          |
| E 31 KSNV               | 10/01/1        | 2 10/01/12           | Face to Face w/ F              |                 | 730-758pm                  | M              | :30   | 1     | \$225.003     | 0.00 NM    | 1     | \$225.00                 |
| FACE TO                 |                |                      | Face to Face w/ .              | J.Raiston       |                            |                |       |       | •             | 0,00       |       | <b>VZZ</b> 0.00          |
|                         | t Date         | End Date             | Wookday                        | 0-1-01          |                            |                |       |       |               |            |       |                          |
| Week: 10/0              |                | 10/07/12             | <u>Weekdays</u><br>M           | Spots/Week      | <u>Rate</u><br>\$225.00    | Rating<br>0.00 |       |       |               |            |       |                          |
| E 32 KSNV               | -              |                      | Vegas Inc.                     | СМ              | 6:30-8pm                   | S-             | 20    |       | 2450.000      |            |       |                          |
|                         |                |                      | Vegas Inc.                     | Oil             | 0.30-οριτ                  | 5-             | :30   | 1     | \$150.003     | 0.00 NM    | 1     | \$150,00                 |
| VEGAS                   |                |                      | _                              |                 |                            |                |       |       |               |            |       |                          |
|                         | Date           | End Date             | Weekdays                       | Spots/Week      | Rate                       | Rating         |       |       |               |            |       |                          |
| Week: 09/2              | . –            | 09/30/12             | s-                             | 1               | \$150.00                   | 0.00           |       |       |               |            |       |                          |
| E 33 KSNV               | 09/25/17       | 2 09/28/12           | M-F Jeop/Wheel                 | CM              | 630-730pm                  | -T <b>WT</b> F | :30   | 8     | \$375.003     | 0.00 NM    | 8     | \$3,000.00               |
| JEOPARI                 | DY/WHI         | EEL                  | M-F Jeopardy/Wh                | eel of Fortune  | •                          |                |       |       |               |            |       |                          |
| Start                   | Date           | End Date             | Weekdays                       | Spots/Week      | Rate                       | Rating         |       |       |               |            |       |                          |
| Week: 09/24             |                | 09/30/12             | -TWTF                          | 8               | \$375.00                   | 0.00           |       |       |               |            |       |                          |
| E 34 KSNV               | 10/01/12       | 10/01/12             | M-F Jeop/Wheel                 | СМ              | 630-730pm                  | M              | .;30  | 2     | \$400.003     | 0.00 NM    | 2     | \$800 00                 |
| IEODAD!                 | 7V//////       |                      | M-F Jeopardy/Wh                | eel of Fortune  |                            |                |       | _     | 4 / 55 / 55 5 | 0,00 1411  | 2     | \$600.00                 |
| JEOPARI<br>Start        |                |                      | Washdana                       | 0 4 4 14 1      |                            | _              |       |       |               |            |       |                          |
| Week: 10/01             |                | End Date<br>10/07/12 | <u>Weekdays</u><br>M           | Spots/Week<br>2 | <u>Rate</u><br>\$400.00    | Rating         |       |       |               |            |       |                          |
| E 35 KSNV (             |                |                      | Weekend Jeopard                |                 | 630-730pm                  | 0.00           | -20   |       | 4005.000      |            |       |                          |
|                         |                |                      | WKND Jeop/Whee                 |                 | 030-7 30pm                 | 3-             | :30   | 2     | \$225 003     | 0.00 NM    | 2     | \$450.00                 |
| JEOPARI                 | DYMME          | EL                   | •                              |                 |                            |                |       |       |               |            |       |                          |
| Start                   |                | End Date             | Weekdays                       | Spots/Week      | Rate                       | Rating         |       |       |               |            |       |                          |
| Week, 09/24             |                | 09/30/12             | S-                             | 2               | \$225.00                   | 0.00           |       |       |               |            |       |                          |
| 36 KSNV (               | 19/28/12       |                      |                                |                 | 9-10pm                     | <b>F</b>       | .30   | 1 \$  | 31,000 003    | 0 00 NM    | 1     | \$1,000.00               |
| GRIMM                   |                |                      | Friday Prime 9-10 <sub>1</sub> | ZI (1           |                            |                |       |       |               |            |       |                          |
| Start                   | Date           | End Date             | Weekdays                       | Spots/Week      | Rate                       | Rating         |       |       |               | ŀ          |       |                          |
| Week: 09/24             |                | 09/30/12             | F                              |                 | \$1,000.00                 | 0.00           |       |       |               |            |       |                          |
| 37 KSNV C               | _              |                      |                                |                 |                            | SUNS           | :30   | 1     | \$500.001     | 0.00 584   |       | <b>#</b> E <b>0</b> 0.00 |
|                         |                |                      |                                |                 |                            |                | .00   | 1     | \$500.00 I    | 0,00 NM    | 1     | \$500.00                 |

Print Date 09/25/12 08:19:38

KSNV

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Order / Rev:

106970

Advertiser;

Berkley, Shelley for Senate

Alt Order #: Flight Dates 06855644 09/25/12 - 10/01/12

BERKLEY FOR SENATE Product Desc:

Estimate:

30S

| Ln Ch     | Start                          | End                  | Inventory Code           |                 | Start/End Ti            | me Days        | Len S | pots | Rate Pri          | Rtg Type S | pots | Amount     |
|-----------|--------------------------------|----------------------|--------------------------|-----------------|-------------------------|----------------|-------|------|-------------------|------------|------|------------|
|           |                                |                      | Jeopardy in Prim         |                 |                         |                |       |      |                   |            |      |            |
| JEO       | PARDY                          |                      |                          |                 |                         |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | Weekdays                 | Spots/Week      | Rate                    | Rating         |       |      |                   |            |      |            |
|           | 09/24/12                       | 09/30/12             | s                        | 1               | \$500 00                | 0.00           |       |      | **                |            |      | *4 .** **  |
| E38 KSI   | NV 09/26/1                     | 2 09/26/12           | Wed PR 9-11p             | CM              | 9-11pm                  | w              | :30   | 1    | \$1,400.003       | 0.00 NM    | 1    | \$1,400.00 |
| 1 AV      | & ORDER:                       | SVII                 | Wednesday Prim           | ie 9-i ipm      |                         |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | Weekdays                 | Spots/Week      | Rate                    | Rating         |       |      |                   | - 1        |      |            |
|           | 09/24/12                       | 09/30/12             | W                        | 1               | \$1,400.00              | 0.00           |       |      |                   |            |      |            |
| E 39 KSI  | NV 09/25/1                     | 2 09/28/12           | Late Night w/Fallo       |                 | 1237a-136am             | TWTF           | :30   | 8    | \$60.003          | 0.00 NM    | 8    | \$480.00   |
|           |                                |                      | Late Night w/Falle       | on              |                         |                |       |      |                   |            |      |            |
| FAL       |                                | Cad Data             | Mookdayo                 | Spoto AMook     | Data                    | Rating         |       |      |                   |            |      |            |
|           | <u>\$tart Date</u><br>09/24/12 | End Date<br>09/30/12 | <u>Weekdays</u><br>-TwTF | Spots/Week<br>8 | <u>Rate</u><br>\$60,00  | 0.00           |       |      |                   |            |      |            |
|           | NV 10/01/1                     |                      |                          |                 | 1237a-136am             |                | .30   | 2    | \$75.003          | 0.00 NM    | 2    | \$150.00   |
| L 40 1101 | 10.0                           | _ 10/0 // 12         | Late Night w/Fall        |                 | ,                       |                |       |      | ********          |            |      |            |
| FAL       | LON                            |                      |                          |                 |                         |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | <u>Weekdays</u>          | Spots/Week      | Rate                    | Rating         |       |      |                   |            |      |            |
|           | 10/01/12                       | 10/07/12             | M                        | 2               | \$75.00                 | 0.00           |       |      |                   |            | _    |            |
| E 41 KSI  | NV 09/25/1                     | 2 09/28/12           | The Tonight Show         | v CM            | 1135p-1237a             | -TWTF          | ;30   | 8    | \$175,003         | 0.00 NM    | 8    | \$1,400.00 |
| TON       | IIGHT SHO                      | Λi                   | Tonight Show             |                 |                         |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | Weekdays                 | Spots/Week      | Rate                    | Rating         |       |      |                   |            |      |            |
|           | 09/24/12                       | 09/30/12             | -TWTF                    | 8               | \$175.00                | 0.00           |       |      |                   |            |      |            |
| E 42 KSI  | NV 10/01/1                     | 2 10/01/12           | The Tonight Show         | v CM            | 1135p-1237a             | M              | :30   | 2    | \$185.003         | 0 00 NM    | 2    | \$370.00   |
|           |                                |                      | <b>Tonight Show</b>      |                 |                         |                |       |      |                   |            |      |            |
|           | IIGHT SHOV                     |                      |                          |                 |                         | <b>.</b>       |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | <u>Weekdays</u><br>M     | Spots/Week<br>2 | <u>Rate</u><br>\$185.00 | Rating<br>0.00 |       |      |                   |            |      |            |
|           | 10/01/12<br>NV 09/25/1         | 2 09/28/12           | M-F News 3 at El         |                 | 11pm-1135pr             |                | :30   | 4    | \$400 003         | 0.00 NM    | 4    | \$1,600.00 |
| E 43 NOI  | NV 09/25/1                     | 2 09/20/12           | M-F News 3 at El         |                 | ттртт-т зорг            |                | .30   | _    | <b>\$</b> 400 000 | 0.00 1411  | 7    | Ψ1,000.00  |
| NEV       | vs                             |                      |                          |                 |                         |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | <u>Weekdays</u>          | Spots/Week      | Rate                    | Rating         |       |      |                   |            |      |            |
|           | 09/24/12                       | 09/30/12             | -TWTF                    | 4               | \$400.00                | 0.00           |       |      |                   |            |      |            |
| E 44 KSI  | NV 10/01/1                     | 2 10/01/12           |                          |                 | 11pm-1135pn             | n M            | :30   | 1    | \$425.003         | 0.00 NM    | 1    | \$425.00   |
| NEV       | ve                             |                      | M-F News 3 at El         | leven           |                         |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | Weekdays                 | Spots/Week      | Rate                    | Rating         |       |      |                   |            |      |            |
|           | 10/01/12                       | 10/07/12             | M                        | 1               | \$425.00                | 0.00           |       |      |                   |            |      |            |
| E 45 KSI  | NV 09/29/1                     | 2 09/30/12           | Sa-Su News 3 at          | ElevenCM        | 11pm-1135pr             | nSS            | ;30   | 2    | \$400.003         | 0 00 NM    | 2    | \$800.00   |
|           |                                |                      | Sa-Su News 3 at          | Eleven          |                         |                |       |      |                   |            |      |            |
| NEV       |                                |                      |                          |                 | _                       |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | <u>Weekdays</u><br>SS    | Spots/Week      | <u>Rate</u>             | Rating<br>0 00 |       |      |                   |            |      |            |
|           | 09/24/12                       | 09/30/12             |                          | SI INDOM        | \$400.00<br>6a-7a       | 5              | :30   | 1    | \$125.003         | 0.00 NM    | 1    | \$125.00   |
| E 40 KSI  | NV 09/30/1                     | 2 09/30/12           | News 3 Sunrise 5         |                 | 0a-/a                   | 3              | ,30   | '    | \$125.003         | 0.00 NW    |      | \$12500    |
| NEV       | vs                             |                      | 140445 0 00111150 0      | JOHEN           |                         |                |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | Weekdays                 | Spots/Week      | <u>Rate</u>             | Rating         |       |      |                   |            |      |            |
| Week:     | 09/24/12                       | 09/30/12             | S                        | 1               | \$125.00                | 0.00           |       |      |                   |            |      |            |
| E 47 KS   | NV 09/30/1                     | 2 09/30/12           | •                        | СМ              | 7a-8am                  | \$             | :30   | 2    | \$200.003         | 0.00 NM    | 2    | \$400.00   |
| CLIA      | TODAY                          |                      | Sunday Today             |                 |                         |                |       |      |                   |            |      |            |
|           | I TODAY<br>Start Date          | End Date             | Weekdays                 | Spots/Week      | Rate                    | Rating         |       |      |                   |            |      |            |
|           | 09/24/12                       | 09/30/12             | S                        | 2               | \$200 00                | 0 00           |       |      |                   |            |      |            |
|           | NV 09/29/1                     |                      | SIGN ON-SIGN O           | OFF CM          | 5a-459a                 | S-             | :30   | 2    | \$225 003         | 0 00 NM    | 2    | \$450.00   |
|           |                                |                      | ROS                      |                 | (5:00 AM-6:00           | AM)            |       |      |                   |            |      |            |
|           | TODAY                          |                      | 141                      |                 |                         | D 11           |       |      |                   |            |      |            |
|           | Start Date                     | End Date             | Weekdays<br>5-           | Spots/Week      | Rate                    | Rating         |       |      |                   |            |      |            |
|           | 09/24/12                       | 09/30/12             |                          | 2               | \$225 00                | 0.00           | .20   | -    | \$43E 003         | 0.00.3154  |      | £425.00    |
| E 51 KSI  | NV 09/30/1                     | 2 09/30/12           |                          | СМ              | Sun 1135p-12            | 200aS          | :30   | 1    | \$135,003         | 0 00 NM    | 1    | \$135 0    |